

Amendments to the Claims:

1. (Currently Amended) A method of generating directed content, the method comprising:

receiving a set of lists of search terms from a plurality of remote web services that are adapted to receive submissions of at least one search term and perform a search for the search term submitted, each list of search terms in said set of lists being associated with, and maintained by, the respective web service, each list of search terms in said set of lists including search terms submitted to said respective web service that were used by said respective web service to perform searches;

distilling said set of lists of search terms into a frequency database, the database having search frequency information indicating, for respective search terms, a frequency with which each of the search terms were submitted to one or more of the plurality of remote web services for searching by the respective remote web service;

obtaining a query;

searching the frequency database for matches between said query and search terms in the database, the matches indicating that the obtained query was submitted as a search term to one or more of the plurality of remote web services;

selecting the matches between said query and search terms in which search terms have at least one of having highest associated frequencies and highest rankings, each selected match indicating a respective selected remote web service to which said query was submitted as a search term; and

generating directed content based on one or more of the respective selected web services so that the directed content is generated based on the remote web services having at least one of the highest associated frequencies and the highest rankings for the obtained query.

2. (Previously Presented) The method of claim 1, wherein said directed content is a hyperlink to a selected remote web service to which said query was submitted as a search term with high associated frequency.

3. (Previously Presented) The method of claim 1, said method further comprising identifying a category that corresponds to a selected web service; said directed content including an advertisement that corresponds to said category.

4. (Previously Presented) The method of claim 1, wherein said directed content is an advertisement, the method further comprising:

routing said query to an instance of a selected remote web service; and

collecting data generated by said selected remote web service in response to said query;

wherein said advertisement includes a portion of said response.

Claim 5 (Canceled).

6. (Previously Presented) The method of claim 1, wherein a match having highest associated frequency is determined by a score that is a function of (i) a rank of a search term, which matches said query, in a list associated with a web service in said plurality of web services and (ii) the logarithm of the frequency of said search term in the list.

7. (Currently Amended) A method of generating directed content, the method comprising:

receiving a plurality of lists of search terms from a plurality of remote web services that are adapted to receive submissions of at least one search term and perform a search for the search term submitted, each list of search terms in said plurality of lists being associated with, and maintained by, the respective web service, each list of search terms in said plurality of lists including the search terms submitted to said respective web service that were used by said respective web service to perform searches;

distilling said plurality of lists of search terms into a frequency sorted list, the frequency sorted list including a plurality of entries, each entry having a search term and a number of times said search term was submitted to a respective web service for searching by the respective remote web service;

obtaining a query;

searching the frequency sorted list for matches between said query and a search term in the frequency sorted list, the matches indicating that the query was submitted as a search term to the respective remote web service;

selecting the matches between said query and search terms in which search terms have at least one of having highest associated frequencies and highest rankings, each selected match indicating a respective selected web service to which said query was submitted as a search term; and

generating directed content based on one or more of the respective selected remote web services so that the directed content is generated based on the remote web services having at least one of the highest associated frequencies and the highest rankings for the obtained query.

8. (Currently Amended) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a frequency database having search frequency information;

a program module for generating directed content, said program module comprising:

instructions for receiving a set of lists of search terms from a plurality of remote web services that are adapted to receive submissions of at least one search term and perform a search for the search term submitted, each list of search terms in said set of lists associated with, and maintained by, the respective web service, each list of search terms in said set of lists including search terms submitted to said respective web service that were used by said respective web service to perform searches;

instructions for distilling said set of lists into said frequency database, the database having search frequency information indicating, for respective search terms, a frequency with which each of the search terms were submitted to one or more of the plurality of remote web services for searching by the respective remote web service;

instructions for obtaining a query;

instructions for searching the frequency database for matches between said query and search terms in the database, the matches indicating that the query was submitted as a search term to one or more of the plurality of remote web services;

instructions for selecting the matches between said query and search terms in which search terms have at least one of having highest associated frequencies and highest rankings, each selected match indicating a respective selected remote web service to which said query was submitted as a search term; and

instructions for generating directed content based on one or more of the respective selected remote web services so that the directed content is generated based on the remote web services having at least one of the highest associated frequencies and the highest rankings for the obtained query.

9. (Previously Presented) The computer program product of claim 8, wherein said directed content is a hyperlink to a selected web service to which said query was submitted as a search term with high associated frequency.

10. (Previously Presented) The computer program product of claim 8, wherein said program module further comprises instructions for identifying a category that corresponds to a selected remote web service; said directed content including an advertisement that corresponds to said category.

11. (Previously Presented) The computer program product of claim 8, wherein said directed content is an advertisement, the program module further comprising:

instructions for routing said query to an instance of a selected remote web service;
and

instructions for collecting data generated by said selected remote web service in response to said query; wherein said advertisement includes a portion of said response.

Claim 12 (Canceled).

13. (Previously Presented) The computer program product of claim 8, wherein a match having highest associated frequency is determined by a score that is a function of (i) a rank of a search term, which matches said query, in a list associated with a web service in said

plurality of web services and (ii) the logarithm of the frequency of said search term in the list.

14. (Currently Amended) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a frequency sorted list of search terms having search frequency information;

a program module for generating directed content, said program module comprising:

instructions for receiving a plurality of lists of search terms from a plurality of remote web services that are adapted to receive submissions of at least one search term and perform a search for the search term submitted, each list of search terms in said plurality of lists being associated with, and maintained by, the respective web service, each list of search terms in said plurality of lists including search terms submitted to said respective web service that were used by said respective web service to perform searches;

instructions for distilling said plurality of lists into said frequency sorted list, the frequency sorted list including a plurality of entries, each entry having a search term and a number of times said search term was submitted to a respective web service for searching by the respective web service;

instructions for obtaining a query;

instructions for searching the frequency sorted list for matches between said query and search terms in the frequency sorted list, the matches indicating that the query was submitted as a search term to the respective web service;

instructions for selecting the matches between said query and search terms in which search terms have at least one of having highest associated frequencies and highest rankings, each selected match indicating a respective selected remote web service to which said query was submitted as a search term; and

instructions for generating directed content based on one or more of the respective selected remote web services so that the directed content is generated based on the remote web services having at least one of the highest associated frequencies and the highest rankings for the obtained query.

15. (Currently Amended) A computer system for generating directed content, the computer system comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory having:

a frequency database including search term frequency information;

a program module for generating said directed content, said program module comprising:

instructions for receiving a set of lists of search terms from plurality of remote web services that are adapted to receive submissions of at least one search term and perform a search by a respective web service to which the search term is submitted, each list of search terms in said set of lists being associated with, and maintained by, the respective web service, each list of search terms in said set of lists including search terms submitted to said respective web service that were used by the respective remote web service to perform searches;

instructions for distilling said set of lists into said frequency database, the frequency database having search frequency information indicating, for respective search terms, a frequency with which each of the search terms were submitted to ~~each of~~ one or more of the plurality of remote web services for searching by the respective remote web services;

instructions for obtaining a query;

instructions for searching the frequency database for matches between said query and search terms in the database, the matches indicating that the query was submitted as a search term to the respective web service;

instructions for selecting the matches between said query and search terms in which search terms have at least one of having highest associated frequencies and highest rankings, each selected match indicating a respective selected remote web service to which said query was submitted as a search term; and

instructions for generating directed content based on one or more the respective selected remote web services so that the directed content is generated based on the remote web services having at least one of the highest associated frequencies and the highest rankings for the obtained query.

16. (Previously Presented) The computer system of claim 15, wherein said directed content is a hyperlink to a selected web service to which said query was submitted as a search term with high associated frequency.

17. (Previously Presented) The computer system of claim 15, wherein said program module further comprises instructions for identifying a category that corresponds to a selected remote web service; said directed content including an advertisement that corresponds to said category.

18. (Previously Presented) The computer system of claim 15, wherein said directed content is an advertisement, the program module further comprising:

instructions for routing said query to an instance of a selected remote web service;
and

instructions for collecting data generated by said selected remote web service in response to said query; wherein said advertisement includes a portion of said response.

Claim 19 (Canceled).

20. (Previously Presented) The computer system of claim 15, wherein a match having highest associated frequency is determined by a score that is a function of (i) a rank of a search term, which matches said query, in a list associated with a web service in said plurality of web services and (ii) the logarithm of the frequency of said search term in the list.

21. (Currently Amended) A computer system for generating directed content, the computer system comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory having:

a frequency sorted list of search terms including search frequency information;

a program module for generating said directed content, said program module comprising:

instructions for receiving a plurality of lists of search terms from a plurality of remote web services that are adapted to receive submission of at least one search term and performs a search, each list of search terms in said plurality of lists being associated with, and maintained by, a respective web service in the plurality of remote web services and each list of search terms in said plurality of lists including the search term submitted to said respective web service that was used by said respective web service to perform a search;

instructions for distilling said plurality of lists of search terms into said frequency sorted list, the frequency sorted list including a plurality of entries, each entry having a search term and a number of times said search term was submitted to, and searched by, a respective web service;

instructions for obtaining a query;

instructions for searching the frequency sorted list for matches between said query and a search term in the frequency sorted list, the matches indicating that the query was submitted as a search term to the respective web service;

instructions for selecting the matches between said query and search terms in which search terms have at least one of having highest associated frequencies and highest rankings, each selected match indicating a respective selected remote web service of the web services to which said query was submitted as a search term; and

instructions for generating directed content based on one or more of the respective selected remote web services so that the directed content is generated based on the remote web services having at least one of the highest associated frequencies and the highest rankings for the obtained query.

22. (Currently Amended) A method of generating a directed advertisement, the method comprising:

obtaining a query;

searching a web resource for a match between said query and an element of said web resource;

selecting a remote web service based on said element of said web resource, said remote web service being adapted to receive submissions of at least one search term and perform a search for the search term submitted, said selected remote web service having at

least one of highest associated frequencies of matches and highest rankings of matches between said query and search terms submitted to said remote web service compared to remote web services not selected;

routing said query to an instance of said selected web service;
searching the selected remote web service for the query;
collecting data generated by said selected remote web service in response to said query; and

generating said directed advertisement, said directed advertisement including a portion of said data generated in response to the query within said advertisement.

23. (Original) The method of claim 22, wherein said element of said web resource is a category.

24. (Original) The method of claim 22, wherein said web resource is the Open Directory Project.

25. (Previously Presented) The method of claim 22, wherein
said web resource is a frequency database, the database having search frequency information indicating, for respective search terms, a frequency with respect to each of one or more of a plurality of web services to which the respective search terms were submitted; and

said element of said resource is an entry in the frequency database corresponding to said selected remote web service, said search frequency information stored in said frequency database indicating that a search for said search term has been conducted at said selected web service at a high frequency relative to other web services of said plurality of web services.

26. (Currently Amended) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a program module for generating a directed advertisement, said program module comprising:

instructions for obtaining a query;
instructions for searching a web resource for a match between said query and an element of said web resource;
instructions for selecting a remote web service based on said element of said web resource, said remote web service being adapted to receive submissions of at least one search term and perform a search for the search term submitted, said selected remote web service having at least one of highest associated frequencies of matches and highest rankings of matches between said query and search terms submitted to said remote web service compared to remote web services not selected;
instructions for routing said query to an instance of said selected web service;
instructions for searching the selected remote web service for the query;
instructions for collecting data generated by said selected remote web service in response to said query; and
instructions for generating said directed advertisement, said directed advertisement including a portion of said data generated in response to said query within said advertisement.

27. (Original) The computer program product of claim 26, wherein said element of said web resource is a category.

28. (Previously Presented) The computer program product of claim 26, wherein said web resource is a frequency database, the database having search frequency information indicating, for respective search terms, a frequency with respect to each of one or more of a plurality of remote web services to which the respective search terms were submitted; and

said element of said resource is an entry in the frequency database corresponding to said selected remote web service, said search frequency information stored in said frequency database indicating that search for said search term has been conducted at said selected remote web service at a high frequency relative to other web services of said plurality of remote web services.

29. (Currently Amended) A computer system for generating directed content, the computer system comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory having:

a program module for generating said directed content, said program module comprising:

instructions for obtaining a query;

instructions for searching a web resource for a match between said query and an element of said web resource;

instructions for selecting a remote web service based on said element of said web resource, said remote web service being adapted to receive submissions of at least one search term and perform a search for the search term submitted, said selected remote web service having at least one of highest associated frequencies of matches and highest rankings of matches between said query and search terms submitted to said remote web service compared to remote web services not selected;

instructions for routing said query to an instance of said selected web service;

instructions for searching the selected remote web service for the query;

instructions for collecting data generated by said selected remote web service in response to said query; and

instructions for generating said directed advertisement, said directed advertisement including a portion of said data generated in response to said query within said advertisement.

30. (Original) The computer system of claim 29, wherein said element of said web resource is a category.

31. (Previously Presented) The computer system of claim 29, wherein said web resource is a frequency database, the database having search frequency information indicating, for respective search terms, a frequency with respect to each of one

or more of a plurality of web services to which the respective search terms were submitted; and

said element of said resource is an entry in the frequency database corresponding to said selected remote web service, said search frequency information stored in said frequency database indicating that search for said search term has been conducted at said selected remote web service at a high frequency relative to other web services of said plurality of web services.

32. (Previously Presented) The computer program product of claim 26, wherein said web resource is the Open Directory Project.

33. (Previously Presented) The computer system of claim 29, wherein said web resource is the Open Directory Project.

34. (Currently Amended) A method of generating a directed advertisement, the method comprising:

obtaining a query;

selecting a remote web service based on said query, said remote web service being adapted to receive submissions of at least one search term and perform a search for the search term submitted, said selected remote web service having at least one of highest associated frequencies of matches and highest rankings of matches between said query and search terms submitted to said remote web service compared to remote web services not selected;

routing said query to an instance of said selected remote web service;

searching the selected remote web service for the query;

collecting data generated by said selected remote web service in response to said query; and

generating said directed advertisement, said directed advertisement including a portion of said data generated in response to said query within said advertisement.

35. (Currently Amended) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage

medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a program module for generating a directed advertisement, said program module comprising:

instructions for obtaining a query;

instructions for selecting a remote web service based on said query, said remote web service being adapted to receive submissions of at least one search term and perform a search for the search term submitted, said selected remote web service having at least one of highest associated frequencies of matches and highest rankings of matches between said query and search terms submitted to said remote web service compared to remote web services not selected;

instructions for routing said query to an instance of said selected remote web service;

instructions for searching the selected remote web service for the query;

instructions for collecting data generated by said selected remote web service in response to said query; and

instructions for generating said directed advertisement, said directed advertisement including a portion of said data generated in response to said query within said advertisement.

36. (Currently Amended) A computer system for generating directed content, the computer system comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory having:

a program module for generating said directed content, said program module comprising:

instructions for obtaining a query;

instructions for selecting a remote web service based on said query, said remote web service being adapted to receive submissions of at least one search term and perform a search for the search term submitted, said selected remote web service having at least one of highest associated frequencies of matches and highest rankings of

matches between said query and search terms submitted to said remote web service compared to remote web services not selected;

instructions for routing said query to an instance of said selected web service;

instructions for searching the selected remote web service for the query;

instructions for collecting data generated by said selected remote web service in response to said query; and

instructions for generating said directed advertisement, said directed advertisement including a portion of said data generated in response to said query within said advertisement.

37. (Previously Presented) The method of claim 1 wherein each remote web service in said plurality of web services is a search engine.

38. (Previously Presented) The method of claim 7 wherein each remote web service in said plurality of remote web services is a search engine.

39. (Previously Presented) The computer program product of claim 8 wherein each remote web service in said plurality of remote web services is a search engine.

40. (Previously Presented) The computer program product of claim 14 wherein each remote web service in said plurality of remote web services is a search engine.

41. (Previously Presented) The computer system of claim 15 wherein each remote web service in said plurality of remote web services is a search engine.

42. (Previously Presented) The computer system of claim 21 wherein each remote web service in said plurality of remote web services is a search engine.

43. (Previously Presented) The method of claim 22 wherein said remote web service is a search engine.

44. (Previously Presented) The computer program product of claim 26 wherein said remote web service is a search engine.

45. (Previously Presented) The computer system of claim 29 wherein said remote web service is a search engine.
46. (Previously Presented) The method of claim 34 wherein said remote web service is a search engine.
47. (Previously Presented) The computer program product of claim 35 wherein said web resource is a search engine.
48. (Previously Presented) The computer system of claim 36 wherein said remote web service is a search engine.